THE CUSTOMER EQUATION

Exceeding Customer Expectations Through Operations

Michigan Union
November 13-14, 2014
The Customer Equation
Exceeding Customer Expectations Through Operations

At the Michigan Union Building

November 13-14, 2014

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The Global Operations Conference brings industry, faculty, and students together to share, debate, and strategize to advance the worldwide practice of Operations.

This year the Tauber Institute seeks to explore the idea of exceeding customer expectations through operations. We seek to explore the new ideas and best practices that various companies are adopting in order to achieve the highest levels of customer satisfaction.

The conference will explore topics surrounding customer loyalty, the effect of mobile platforms on back-end operations, improving speed to delivery, and utilizing customer data to optimize service levels in real-time.
All events take place at Michigan Union Building, 2nd Floor unless otherwise noted.

### Thursday, November 13th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>5:45pm - 6:30pm</td>
<td>Reception &amp; Networking</td>
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<tr>
<td>6:30pm - 7:30pm</td>
<td>Dinner with Keynote Speaker: Jon Freeman</td>
<td>Rogel Ballroom</td>
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<tr>
<td>7:30pm - 9:00pm</td>
<td>Networking</td>
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### Friday, November 14th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30am - 8:15am</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:15am - 8:30am</td>
<td>Case Competition Winner Announcement</td>
<td>Rogel Ballroom</td>
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<tr>
<td>8:30am - 9:30am</td>
<td>Keynote Speakers: Jenna Owens &amp; Reuben Slone</td>
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<tr>
<td>9:45am - 10:45am</td>
<td>Panel 1: Customer Loyalty</td>
<td>Pendleton</td>
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<td>Panel 1: Mobile World</td>
<td>Pond ABC (1st Fl.)</td>
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<tr>
<td>11:00am - 12:00pm</td>
<td>Panel 2: Speed to Delivery</td>
<td>Pendleton</td>
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<tr>
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<td>Panel 2: Customer Data</td>
<td>Pond ABC (1st Fl.)</td>
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<tr>
<td>12:15pm - 1:15pm</td>
<td>Lunch with Keynote Speaker: Rohit Kedia</td>
<td>Rogel Ballroom</td>
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<tr>
<td>1:15pm - 1:30pm</td>
<td>Closing Remarks</td>
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Jon Freeman
Thursday Evening Keynote

Jonathan (Jon) Freeman is the vice president supply chain & industrial strategy for the building materials group for Owens Corning, a world leader in building materials.

Prior to joining Owens Corning, Mr. Freeman was vice president global supply chain for Libbey Glass, as well as an officer of the company. Mr. Freeman joined Libbey in 2007 with the initial responsibility for all USA manufacturing operations (4 plants), in addition to global supply chain, including global purchasing, finished goods sourcing, warehousing, distribution, logistics, production planning, advanced planning & forecasting, capacity & facility planning, as well as customer service.

Mr. Freeman began his career with Delphi (Packard Electric) and progressed through many positions of increasing supply chain & manufacturing responsibility over 22 years, including assignments in Mexico and Europe, and global responsibilities across 37 countries.

Mr. Freeman earned an MS degree in Manufacturing Management from Kettering University (GMI) and a BS degree in Industrial Education and Technology from Iowa State University. He currently serves on the Board of Directors and Operations Committee of the Downtown Toledo Development Corporation.

Jenna Owens
Friday Morning Keynote

Jenna Owens leads Google Shopping Express operations. Jenna has spent her career on the cutting edge of e-commerce distribution and customer support operations. Highlights include shipping record volume and launching same day delivery in Amazon’s distribution network as well as restructuring legacy global supply chains for Fortune 500s at McKinsey.

Jenna received a BA from Amherst College and an MBA from NYU Stern.
Reuben Slone

Friday Morning Keynote

Reuben Slone is the Senior Vice President of Supply Chain Management at Walgreen Co., based in Deerfield, Illinois. In this position, Slone is responsible for inventory management and replenishment, imports, strategic sourcing, transportation, distribution center operations and logistics for the company.

Slone previously worked at OfficeMax, where he served as Executive Vice President of Supply Chain and General Manager of Services. In his eight years with OfficeMax, he was responsible for inventory management, transportation and warehousing, strategic sourcing, real estate, store development, facilities, print and copy, B2B technology, managed print services, and break room and facilities maintenance products businesses. In addition, Slone managed front-end inventory at OfficeMax and oversaw supplier development. Prior to joining OfficeMax, Slone held various executive positions with Whirlpool, General Motors, Federal-Mogul, EDS and Ernst & Young.


Slone also serves as chairman of the board of directors of Aspire of Illinois, a non-profit organization serving children and adults with developmental disabilities.

He received a bachelor’s degree in engineering from the University of Michigan, Ann Arbor, in 1984.

Rohit Kedia

Friday Afternoon Keynote

Rohit is Vice President and Head of Manufacturing (Americas) for Infosys. With extensive experience in the industry managing Automotive and Aerospace companies, Rohit has been with Infosys for over 12 years. As part of the management team that has given strategic direction to Infosys’ business in the Automotive industry, he has helped build the business across services ranging from IT services, BPO, product engineering and consulting. He has won several awards for his contributions to the company.

His areas of interest include trends and outlook for the automotive industry, the globalization of product development, strategic sourcing, the environment and sustainability, IT management and the role of technology in creating revenue streams.
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CUSTOMER LOYALTY

How can operations be used as a differentiating factor to gain customer loyalty?

9:45am - 10:45am

Room: Pendleton (2nd Floor)

MODERATOR

Kanishka Misra
Assistant Professor of Marketing
Ross School of Business

PANEL MEMBERS:

John Gunderson - Production Manager, Customer Manufacturing Solutions Center Global Leadership Development Program, Eaton

Mike Hoffmann - Director, Integration and Operational Improvements, PCC Aerostructures

Joe Short - CEO/Creative Engineer, Shorts Brewing Company

Wajahat Wajahat - Practice Partner, Wipro Consulting

MOBILE WORLD

How can mobile platforms and technology be used to improve back-end operations?

9:45am - 10:45am

Room: Pond ABC (1st Floor)

MODERATOR

M.S. Krishnan
Associate Dean, Global Initiatives, Accenture Professor of Computer and Information Systems; Faculty Director of India Initiatives; Professor of Technology and Operations Ross School of Business

PANEL MEMBERS:

Scott Metcalf - Senior Director, Global Supply Chain Strategy & Planning, W.W. Grainger Inc.

Nitin Narkhede - General Manager, Emerging Technologies and Innovation, Wipro Consulting

Mike Quinn - Project Leader, The Boston Consulting Group
What if the next big thing is YOU?

Our vision is to change the way the world works, lives, plays, and learns. We are proud of the part that we have played in making the Internet what it is today. We’re entering the next era of the Internet, the Internet of Everything, an era where we’ll create unprecedented value by connecting the unconnected. It’s a global industry phenomenon, driving the biggest market transition for Cisco and our customers through the intelligent connection of people, process, data, and things. It’s where everything is converged on the Internet, making networked connections more relevant and valuable than ever before.

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PANEL 2

SPEED TO DELIVERY
With customers expecting to receive products in shorter time frames, how are shipping operations changing to accommodate these needs?
11:00am - 12:00pm
Room: Pendleton (2nd Floor)

PANEL MEMBERS:
Jamin Dick - Senior Vice President Global Supply Chain, Borderfree
Bill Kowal - Director of Regional Operations, Amazon
Jim LaRocque - Senior Vice President Manufacturing, DISH Network
Maria Thomas - Senior Manager, Jeep & Truck Production Planning, Chrysler Group LLC
Steve Williams - Senior Director, LATAM, Supply Chain Operations, Cisco, Inc.

MODERATOR
Ravi Anupindi
Faculty Director, Master of Supply Chain Management Program; David B. Hermelin Professor of Business Administration; Professor of Technology and Operations Ross School of Business

CUSTOMER DATA
How can operational and customer data be used to optimize service levels in real-time?
11:00am - 12:00pm
Room: Pond ABC (1st Floor)

PANEL MEMBERS:
Sean Conlin - Principal, Supply Chain, Deloitte Consulting
Jon Freeman - Vice President, Supply Chain and Industrial Strategy, Owens Corning
Doug Sunkel - Executive Director Global Logistics, Cummins

MODERATOR
Amitabh Sinha
Associate Professor of Technology and Operations Ross School of Business
We made smart cars even smarter by combining real-time traffic data with historic driving patterns to improve fuel efficiency.

WHAT’S AHEAD?
That question is on the minds of everyone who works at Infosys. From breakthrough strategies to flawless execution, our mission is to design the right innovations for each unique business challenge and deliver tomorrow’s enterprise today. That’s our promise.

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BY COMBINING REAL-TIME TRAFFIC DATA
WITH HISTORIC DRIVING PATTERNS TO
IMPROVE FUEL EFFICIENCY.

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Sponsorship  Rebecca Rutishauser  Joshua Ma
Case Competition  Jolie Wu
Marketing  Mona Delderfield  Satish Subramanian
Logistics & Internal Planning  Andrew Czysyczon  Ashley Gregory
Finance  Mike Cooper
Technology  Satish Bapanapalli
Google Express makes shopping your favorite local stores as easy and fast as shopping online, and helps you get what you need delivered the same day. Shoppers in the Bay Area, West Los Angeles, Manhattan, Boston, DC and Chicago can get products from national retailers and local stores delivered the same day, while shoppers across Northern California can also get orders delivered overnight. Membership costs $10/month or $95/year, or shoppers can choose to pay-as-they-go with a $4.99 fee.

Eaton is a diversified, power management company providing energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power. A global technology leader, Eaton acquired Cooper Industries plc in November 2012. The 2012 revenue of the combined companies was $21.8 billion on a pro forma basis. Eaton has approximately 103,000 employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.com
At Amazon, we strive to be Earth’s most customer-centric company where people can find and discover anything they want to buy online. Amazon’s evolution from Web site to e-commerce partner to development platform is driven by the spirit of innovation that is part of our DNA. We hire the world’s brightest minds, offering them an environment in which they can relentlessly improve the experience for customers. We do this every day by solving complex technical and business problems with ingenuity and simplicity. We’re making history and the great news is that we’ve only just begun.

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Microsoft’s mission is to enable people and organizations throughout the world to do more and achieve more by creating technology that transforms the way people learn, work, play, and communicate. We develop and market software, services, and devices that deliver new opportunities, greater convenience, and enhanced value to people’s lives. We do business worldwide and have offices in more than 100 countries.

We develop, licensing, and support a wide range of software products and services, by designing, manufacturing, and selling devices, and by delivering relevant online advertising to a global customer audience. In addition to selling individual products and services, we offer suites of products and services. We offer cloud-based solutions that provide customers with software, services, and content over the Internet by way of shared computing resources located in centralized data centers.
Driven by our vision of a cleaner, more energy-efficient world, BorgWarner is a global product leader in innovative powertrain solutions engineered to improve fuel economy, emissions and performance for engines, transmissions and driveline systems around the world. We are proud of the environmentally friendly technologies we make and how we make them. We actively support the communities where we live and work. And we are always working to enhance the potential of our employees and our company.

As the nation’s largest drugstore chain, Walgreens’ vision is to be America’s most loved pharmacy-led health, wellbeing and beauty enterprise. Each day more than 8 million customers interact with Walgreens using the most convenient, multichannel access to consumer goods and services and trusted, cost-effective pharmacy, health and wellness services and advice. Walgreens scope of pharmacy services includes retail, specialty, infusion, medical facility and mail service, along with online and mobile services. The company operates 8,207 drugstores with a presence in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands.

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